



***It's going to be OK.***



***Tout sera parfaitement OK.***

**FOR IMMEDIATE RELEASE**

## **OK TIRE ADDS NEW PRODUCTS AND SERVICES IN TIME FOR THE SPRING TIRE CHANGE SEASON**

*Company reveals new services and products to better serve its store network and end-consumers.*

**VANCOUVER BC – January 22, 2021** – Today OK Tire is announcing new products and services as part of its commitment to continually improve and expand its offering to best meet the needs of its customers.

“Our ability to anticipate our customers needs and meet that demand is why OK Tire has been Canadians’ go-to-choice for auto and tire service for the last 68 years,” says Jim Caldwell, President and CEO of OK Tire. “We’re thrilled to expand our tire assortment and enhance our offerings for all customers furthering our commitment to our dealers, retail and commercial clients.”

As part of OK Tire’s continued commitment to evolving their product offering, they are thrilled to be adding the following passenger/light truck and commercial products to their already robust product assortment this spring.

### **PASSENGER / LIGHT TRUCK**

Following the success seen after implementing **Giti Tire’s** medium truck products, OK Tire is excited to expand the Giti offering by adding the **GT Radial** line to their assortment. Headquartered in Singapore, Giti Tire is a global tire company, fully integrated across R&D, manufacturing, and distribution; serving consumers in over 130 countries around the world. Giti Tires have been offered in North America for more than 20 years and they are committed to integrity, business ethics, and transparency. **GT Radial** is a complete line of tires for virtually every kind of passenger vehicle, from ultra-high-performance cars to luxury touring sedans and crossovers to SUV and light trucks.

“GT Radial is honored to include OK Tire to our global family of dealers. We believe our products will be an excellent addition to the OK Tire portfolio and our mandate will be to provide high-quality products in the industry,” says Lou Monico, Vice President Sales and Marketing Canada for Giti Tire. “We look forward to growing our businesses together and are committed to contributing to the success of OK Tire.”

OK Tire is also adding **Cooper Tires** to their line-up, Cooper is an innovative global tire company, headquartered in the United States, that has been offering tires that are built to last since 1914. Cooper is committed to its creed of providing “good merchandise, fair play and a square deal.”

“Cooper is excited to offer our quality Cooper products to OK Tire customers,” says Chris Barbara, Vice President - Distributor Channel and Field Support for Cooper Tires. “For more than 100 years, Cooper has been supplying high-quality tires to independent tire retailers like those in the OK Tire family. We pride ourselves in offering great products that deliver at an attractive and affordable price. Our tires allow consumers to drive with confidence through all of life’s journeys, and Cooper is there at every turn. We look forward to expanding consumer access to Cooper tires in Canada through this relationship.”

## COMMERCIAL

Furthermore, OK Tire will begin offering commercial medium truck products from highly sought-after and established brands, **Michelin** and **BF Goodrich**. This decision positions OK Tire stores' network to acquire more fleet and national account customers, as the brands' retread products are highly requested for commercial vehicles. Since 1889, Michelin has innovated constantly to facilitate the mobility of people and goods, thus contributing to the advancement of human progress. Today, the Group is a leader in tire technology for every type of vehicle, leveraging its expertise in high-tech materials to deliver services and solutions that increase travel efficiency and products that enable customers to enjoy unique mobility experiences.

In addition to new products, over the last year, OK Tire has worked on establishing a dedicated Commercial Business Group that is focused on expanding their commercial product assortment and supporting their stores who offer commercial services. OK Tire believes this Group will improve its ability to service commercial clients, representing a major area of growth for the Company this year.

For more information on OK Tire, visit <https://www.oktire.com>

-30-

### **About OK Tire**

[OK Tire](#) is the largest independent tire and auto service retailer network in Canada. Part of the Canadian landscape since 1953, there are more than 325 independently owned and operated OK Tire locations across the country offering a full range of both retail and commercial services. Each franchise is unique within its geographical area, tailoring its offerings to meet customers' needs, and covering everything from the front bumper to the back. Customers can count on national support as well as the personal service of a local owner who lives in, shops in, and supports their community. [www.oktire.com](http://www.oktire.com)

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